

## Defining your values

Step 1: The following list is representative of words or phrases that illustrate values. Circle the words or phrases that feel important to you. Pay special attention to those words that seem to jump out and choose you or to the words that feel right. Watch your tendency to choose words that you feel you should choose or you think others would choose versus the ones that you really want to choose. Circle any words that speak to the essence of who you are and don't think about it too much.

Humour	Freedom to choose	Comfort	Influence
Directness	Connectedness	Control	Gratitude
Partnership	Acknowledgement	Danger	Peaceful
Productivity	Comradeship	Educate	Learn
Service	Lightness	Laughter	Truth
Contribution	Spirituality	Family	Fun
Excellence	Empowerment	Energy	Direct
Free spirit	Focus	Integration	Imagination
Self expression	Health	Open minded	Originality
Romance	Creativity	Daring	Glamour
Recognition	Independence	Moving forward	Patient
Harmony	Nurturing	People	Integrity
Accomplishment	Fitness	Religious	Prepared
Orderliness	Beauty	Love	Security
Authenticity	Sensual	Unique	Honesty
Risk taker	Elegance	Drama	Wordsmith
Success	Big picture	Grace	Wisdom
Accuracy	Planning	Power	Customer service
Vitality	Understand	Adventurous	Lack of pretence
Trust	Facilitate	Accountability	Victor
Zest	Congruence	Wealth	Joy
Tradition	Leader	Positive	Well known
Calm	Sexual	Partnership	Growth
Dedication	Sporty	Persistence	Aesthetics
Entertain	Responsible	Participation	Perfect
Pleasure	Friendship	Performance	Originality
Strength	Unusual	Collaboration	Mastery
To experience	Community	Ingenious	Spontaneity
Driven	Easy going	Loyalty	Other words?
Mentor	Confidence	Curiosity	
Personal power	Freedom	To win	

Step 2: Now narrow your list of words from all those you have circled to ten. Review each circled word put a tick next to the ones that feel really important to your personal brand.

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	10 _____

Step 3: Now narrow your list even further. As you look at your list of ten, choose the five words that are the most important to your brand. You may know them immediately or you may feel frustrated and uncomfortable with the idea of giving up the other five. You may choose less than five but no more. Write your list of your core five personal brand values or **Five Golden Rules** here:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

Step 4: As you look over your five values think about how they are expressed through your daily life. What actions can you take to align your activities even more with your golden rules?

Area of life	Action to close the gap and live the values	Due date
Health		
Relationships		
Money		
Behaviours		
Spirituality		
Career		